**Chris Yothers, Associate Director, Merck & Co., Inc.**

Chris Yothers is an Associate Director in the Oncology Customer Access and Reimbursement group within Merck & Co, a Fortune 500 company. He has been developing and implementing brand and customer strategies in healthcare over the last 20 years. With experience in multiple therapeutic areas in chronic care, hospital and specialty, Chris brings expertise in access, provider, and patients. He has a deep understanding of key market and therapeutic trends and a passion for working in areas that are less defined, where innovation and strategic thinking is needed.

Chris has an MBA from West Chester University and resides in Souderton, PA. where he is inspired daily by his wife and three children.